Old Favorites

And Newcomers
In "Good Times"
Trick Riding, High Diving
and Elephante Play Their
Usual Part in the Big
Show at the Hippodrome is at the Hippodrome is at the Hippodrome is the third the state of the

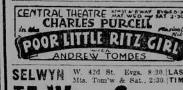
GEORGEOUS NOVELTIES."-Times Atop Century Theatre Ph. Col. 880 CENTURY PROMENADE AT B

CINDERELLA ON BROADWAY

midnight rounders asse

THE AMERICANS IN FRANCE

William A. 48TH ST. Th. Just E of B'y. Evs.



LITTLE THEATRE W. 44 St. Eves. 8

Emily Stevens in ZOE AKINS awrence Grossmith "FOOT-LOOSE" PLAYHOUSE 48th, E. of B'way, Eva. 8:36 Mats. To-m'w & Sat., 2:39 A SEEING THINGS

The Charming NOT SO LONG AGO

POP. MATINEE TO-M'W 2:30.

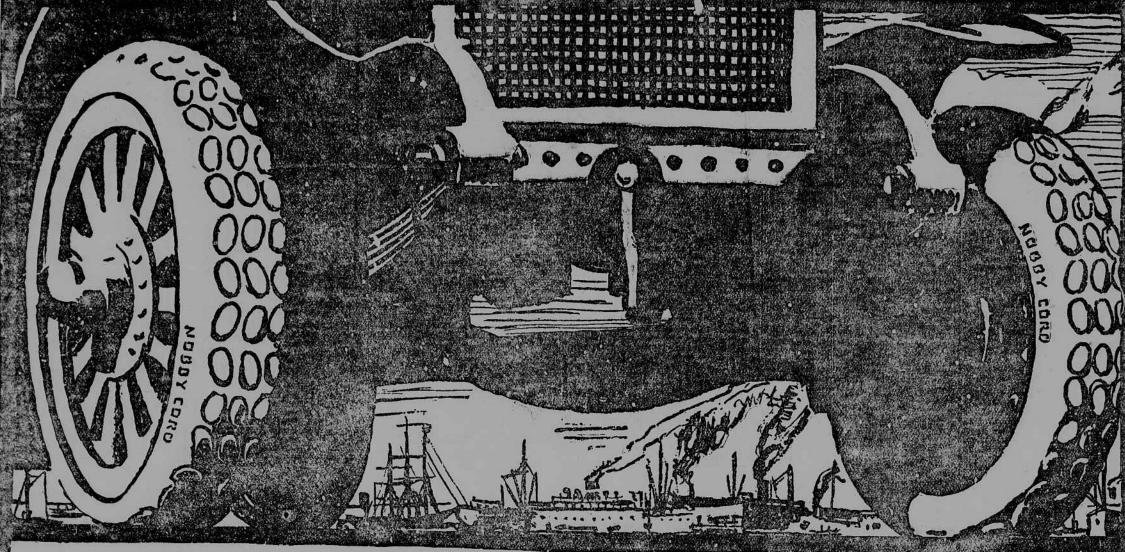
BIJOU 45th, W. of B'way, Drug 8:38, To morrow and 8al, 2:38 THE CHARM SCHOOL

TAYLOR HOLMES.



NOW PLAYING

NEW YORK'S LEADING THEATRES AUDITORIUM-OCEAN GROVE, N. 1. Mats.Wed. Sat. 50 to \$252 Seats & Weeks in Advance



WHO PAYS FOR PNEUMATIC TRUCK TIRE EXPERIMENTS

THEN an automobile owner's tiregoes back on him he more or less cheerfully charges it off as a personal loss and tries to do better next time.

It is different with the motor truck owner.

Every tire must do exactly what is expected of it or be charged against his business.

Experimenting with tires is not the job of the truck owner.

The United States Rubber Company spent two years in developing the idea of putting a heavy truck on air before it brought out the first pneumatic truck tires. Even then it was not satisfied.

Even at that time it saw that you could not take an ordinary passenger cartire, enlarge it and make it do what truck owners expect of their tires.

It went back again to first principles—to the foundation—to the bead of the tire.



It created a new type of bead construction, positively anchoring the cords. It put in the right number of breaker strips, stronger side walls, a heavier tread.

The result was a pneumatic truck tire-not an enlarged passenger car tire. Created to fill a need -not padded and bolstered up to fill a market already created.

There are still some sizes of U. S. Nobby Cord Tires you cannot buy. The market is there, waiting for them.

But they will not be released until this company is satisfied that they will do what truck owners expect of them.

The United States Rubber Company has never asked truck owners to pay for its tire experiments.

U.S. Pneumatie Truck Tires United States (B) Rubber Company

Tire Division Branch, Broadway at 58th St. U. S. Pneumatic Truck Tire Dealers in and around New York City:

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GEO COHAN THEATRE, B'way, 43 Street, Wed, and Sat. 2 WILLIAM ROCK'S

"SILKS AND SATINS" INA CLAIRE in "THE GOLD By Avery Hopwood



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GLOBE Mat. Wed. \$2.00 A Nutritious Diet for All Ages Quick Lunch at Home or Office

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